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Loudoun County CHIP 2013 Annual Evaluation Report

January 9, 2014

Background: Loudoun County entered into the Mobilizing for Action through Planning and Partnerships (MAPP) strategic planning process in 2008 through the completion of four assessments to better identify the health needs of our community and to improve the health of those served by Loudoun County's governments, nonprofit organizations and businesses. The resulting data from these assessments were examined by the Loudoun County Health Department (LCHD) and Loudoun Health Council as part of MAPP's Action Cycle and the following four priority issues were identified in its January 2012 Community Health Improvement Plan (CHIP), available at www.loudoun.gov/healthcheck:

- Increasing Access to and Timely Utilization of Health Care Services
- Ensuring a Safe, Healthy and Accessible Environment
- Improving Nutrition and Physical Activity
- Promoting Healthy Families in Healthy Communities

LCHD and the Health Council worked closely with the Loudoun County Board of Supervisors (BOS) and on July 3, 2012 the BOS endorsed the following Health Council initiatives beginning with state fiscal year 2013 (FY13), which constitute the county's improvement strategies:

- Educate Community on Steps Residents Can Take to Stay Safe From Lyme Disease
- Increase Awareness of the Importance of Drinking Safe Well Water
- Promote the Value of Children and Adults Receiving Preventive Health Services, With a Focus on Dental Health
- Reduce Gaps and Duplication of Services Among Safety Net Providers
- Promote Healthy Food Choices by Identifying and Increasing Available Community Resources

In July 2012, a work plan was developed to track the key proposed actions and activities, and to monitor progress in meeting performance measures developed in support of each CHIP initiative. This work plan was revised in October 2012 and forms the basis of annual progress reporting at the end of each calendar year, as the County works through its Improvement Plan Action Cycle. The first year of Loudoun's CHIP, reported as the Loudoun County CHIP 2012 Annual Evaluation Report (dated December 5, 2012), showed significant progress towards its implementation, with the Loudoun Health

Council particularly focused on successfully implementing the CHIP's initiatives and improvement strategies.

Loudoun County embarked on a new MAPP process in 2013, with results expected in early 2014.

Progress: The second year of Loudoun's CHIP has shown significant progress towards its implementation in several areas. Progress has been particularly strong in support of Ensuring a Safe, Healthy and Accessible Environment (Issue 2), where the initiatives to increase awareness of Lyme disease, safe drinking well water, onsite septic system maintenance, and alternative means of transportation have been completed. Additionally the county's annual Health for Life day event, Health Check survey and social media sites were excellent opportunities to promote healthy food choices, increase awareness of childhood obesity, domestic child and adult abuse, and increase awareness of available community activities and preventive health services to Loudoun County residents.

The initiative to reduce gaps and duplication of services among safety net providers has been postponed. The Loudoun Health Council was very active this past year in evaluating this issue. After multiple work group meetings, though, it was determined that this initiative should be postponed pending further direction from the full Health Council and feedback from the county's 2013 MAPP process.

Several initiatives are still pending that the county is actively pursuing, including information on preventive health services that can be distributed to Loudoun County residents (Issue 1), improving awareness of healthy food choices (Issue 3), partnering with realtors to improve awareness of community events with new residents (Issue 4), and partnering with those involved in domestic, child and adult abuse (Issue 4).

Assessment and Next Steps: During the second year of its Improvement Plan Action Cycle, Loudoun County has continued making significant progress towards addressing the CHIP's four priority issues and the Board of Supervisors five county improvement strategies. Progress has continued being particularly strong in providing information to the public, in addressing Lyme disease, and in laying the groundwork for future progress. In some areas, particularly related to Promoting Healthy Families in Healthy Communities and in reducing gaps and duplication of services among safety net providers, target completion dates proved to be overly ambitious or the initiatives may need to be reevaluated.

The completion of Loudoun County's 2013 MAPP process in early 2014 is expected to significantly impact the CHIP's four priority issues and its initiative/improvement strategies. The Loudoun Health Council and Health Department will be evaluating the new MAPP assessments over the course of the year and will incorporate these changes into the 2014 CHIP Annual Evaluation Report.

This update was approved by the Loudoun Health Council at its January 9, 2014 meeting



Loudoun CHIP 2012-17 Work Plan (Revised December 5, 2012)

Issue 1: Increasing Access to and Timely Utilization of Health Care Services				
Initiatives/Improvement Strategies	Actions/Activities/Performance Measures	Partners	Target Completion Date	Status
1.1 Promote the Value of Children and Adults Receiving Preventive Health Services, With a Focus on Dental Health	1.1.1 Partner with the Loudoun Community Health Center (LCHC) on the Fall for Smiles campaign to promote dental self-care, healthy nutrition, routine dental visits, and stopping tobacco use	LCHC Health Council Health Department	November 2012	Complete
	1.1.2 Review the US Preventive Services Task Force recommendations for children and adults	Health Council Health Department	December 2012	Complete
	1.1.3 Review Loudoun County's health ranking at www.countyhealthrankings.org to determine areas of focus	Health Council Health Department	December 2012	Complete
	1.1.4 Create or obtain information on preventive health services that can be distributed to Loudoun residents	Health Council Health Department	January 2013	Pending
	1.1.5 Distribute health information by print and electronic means to at least 500 Loudoun County residents	Health Council Health Department Office of Public Info.	June 2013	Complete
	1.1.6 Focus on preventive health services at the 2013 Health for Life Day event	Public Library Health Council Health Department	May 2013	Complete
1.2 Reduce Gaps and Duplication of Services Among Safety Net Provider	1.2.1 Create a workgroup comprised of the Health Council's safety net providers	Health Council Health Department	September 2012	Complete
	1.2.2 Define Loudoun County safety net providers and invite them to participate in workgroup	Health Council Health Department	June 2013	Postponed
	1.2.3 Define safety net populations to be addressed and services provided to these populations	Health Council Health Department Safety Net Providers	June 2013	Postponed
	1.2.4 Identify gaps and overlap in services	Health Council Health Department Safety Net Providers	June 2013	Postponed

Issue 1: Increasing Access to and Timely Utilization of Health Care Services				
Initiatives/Improvement Strategies	Actions/Activities/Performance Measures	Partners	Target Completion Date	Status
	1.2.5 Create recommendations for reducing gaps and duplication	Health Council Health Department Safety Providers	June 2013	Postponed
	1.2.6 Promote available safety net services to at least 500 residents at the 2013 Health for Life Day event	Health Council Health Department	May 2013	Complete
1.3 Facilitate Access to Childhood Vaccination	1.3.1 Increase awareness of recommended vaccination schedule through social and traditional media	Health Department Office of Public Info.	May 2013	Complete
	1.3.2 Increase awareness of health insurance and vaccination resources to at least 500 Loudoun County residents through social and traditional media	Health Department Office of Public Info.	May 2013	Complete
	1.3.3 Work with partners to identify barriers to vaccination	Health Council Private Providers Health Department	May 2013	Ongoing
	1.3.4 Monitor vaccination rates via monthly VDH dashboard	Health Department	June 2013	Complete

Issue 2: Ensuring a Safe, Healthy and Accessible Environment				
Initiatives/Improvement Strategies	Actions/Activities/Performance Measures	Partners	Target Completion Date	Status
2.1 Educate Community on Steps Residents Can Take to Stay Safe From Lyme Disease	2.1.1 Create workgroup with representatives of Loudoun's Health Council, Lyme Commission, Health Department, Department of Parks, Recreation & Community Services (PRCS), and others	PRCS Health Council Lyme Commission Health Department	September 2012	Complete
	2.1.2 Create, distribute and evaluate a baseline community Lyme awareness survey	PRCS Public Schools Health Council Lyme Commission Health Department Office of Public Info.	July 2013	Complete
	2.1.3 Distribute Lyme disease information to at least 1,000 Loudoun County residents, businesses and health care providers through print and electronic means	Public Schools Health Council Lyme Commission	June 2013	Complete

Issue 2: Ensuring a Safe, Healthy and Accessible Environment

Initiatives/Improvement Strategies	Actions/Activities/Performance Measures	Partners	Target Completion Date	Status
		Health Department		
	2.1.4 Distribute and evaluate a post-intervention community Lyme awareness survey	PRCS Public Schools Health Council Lyme Commission Health Department Office of Public Info.	FY2015	Pending
	2.1.5 Focus on preventive health services at the 2013 Health for Life Day event	Health Council Health Department	May 2013	Complete
	2.1.6 Coordinate a Lyme awareness campaign for the Spring of 2013	Health Council Health Department Lyme Commission Nat. Capital Lyme Public Info.	July 2013	Complete
2.2 Increase Awareness of the Importance of Drinking Safe Well Water	2.2.1 Distribute information on proper medication disposal	Health Council Health Department	June 2013	Complete
	2.2.2 Partner with Health Department and Extension Office on providing information on the benefits of periodic well water testing	Health Council Extension Office Health Department	June 2013	Complete
	2.2.3 Partner with local law enforcement to promote Drug Take Back Days through at least two media messages and to coordinate a Take Back Day with the Health Council's Health for Life Day	Health Council Law Enforcement Health Department	June 2013	Complete
2.3 Increase Awareness of Importance of Onsite Septic System Maintenance	2.3.1 Present information to the Loudoun County Board of Supervisors on septic system maintenance	Health Department	December 2012	Complete
	2.3.2 Distribute information to owners of onsite systems	Health Department	June 2013	Complete
	2.3.3 Increase awareness of the importance of onsite septic system maintenance to at least 1,000 Loudoun County residents through social and traditional media	Health Department Office of Public Info.	June 2013	Complete
	2.3.4 Monitor compliance with required maintenance of onsite septic systems	Health Department	June 2013	Ongoing
2.4 Promote Walking, Bicycling, Use of Mass	2.4.1 Increase awareness of the importance of alternate transportation options to at least 500 Loudoun County residents	Health Council Health Department	June 2013	Complete

Issue 2: Ensuring a Safe, Healthy and Accessible Environment

Initiatives/Improvement Strategies	Actions/Activities/Performance Measures	Partners	Target Completion Date	Status
Transit, Ride Sharing and Teleworking	through social and traditional media	Off. Transportation		
	2.4.2 Work with the Loudoun County Office of Transportation Services to promote their bicycle and pedestrian initiatives	Health Council Health Department Off. Transportation	June 2013	Pending

Issue 3: Improving Nutrition and Physical Activity

Initiatives/Improvement Strategies	Actions/Activities/Performance Measures	Partners	Target Completion Date	Status
3.1 Promote Healthy Food Choices by Identifying and Increasing Available Community Resources	3.1.1 Identify existing resources in the community that provide information and training on making healthy food choices	Health Council Health Department	December 2012	Complete
	3.1.2 Identify resource gaps and areas for improvement	Health Council Health Department	January 2013	Pending
	3.1.3 Increase awareness of resources providing healthy food choices, including a specific outreach to at least 250 members of the medical community	Health Council Health Department	June 2013	Pending
	3.1.4 Promote healthy food choices at the 2013 Health for Life Day event	Health Council Health Department	May 2013	Complete
3.2 Increase Awareness of the Presence and Benefits of WIC Services Among High Risk Groups	3.2.1 Increase awareness of WIC through social and traditional media	Health Department Office of Public Info.	June 2013	Complete
	3.2.2 Increase awareness of WIC through at least 2 staff outreach efforts to high risk groups	Health Department	June 2013	Complete
3.3 Increase Awareness of Childhood Obesity	3.3.1 Increase awareness of childhood obesity through social and traditional media	Health Council Health Department Office of Public Info.	June 2013	Complete
	3.3.2 Increase awareness of childhood obesity through targeted outreach to at least 1,000 Loudoun County children and members of the medical community	Public Schools Hospitals	June 2013	Complete
	3.3.3 Survey at least 1,000 residents on awareness of childhood obesity	Health Council Public Schools Health Department Office of Public Info.	FY2014	Complete

Issue 4: Promoting Healthy Families in Healthy Communities				
Initiatives/Improvement Strategies	Actions/Activities/Performance Measures	Partners	Target Completion Date	Status
4.1 Increase Awareness of Available Community Activities	4.1.1 Increase awareness of available community activities through social and traditional media	Health Department Office of Public Info.	June 2013	Complete
	4.1.2 Increase awareness of available community activities through targeted outreach to new residents	Realtors Health Department Office of Public Info.	June 2013	Pending
	4.1.3 Survey at least 1,000 residents on knowledge of available community activities	Health Council Public Schools Health Department Office of Public Info.	June 2013	Complete
4.2 Increase Education, Identification and Prevention of Risks to Healthy Family Environments	4.2.1 Identify agencies and support groups involved in prevention of domestic violence, child abuse and elder abuse	PRCS Health Council Health Department Dept. Family Services	December 2012	Pending
	4.2.2 Partner with agencies and support groups involved in prevention of domestic violence, child abuse and elder abuse	PRCS Health Department Dept. Family Services	June 2013	Pending
	4.2.3 Increase awareness of available resources to at least 500 Loudoun County residents through social and traditional media	Health Department Office of Public Info.	June 2013	Complete